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ABSTRACT

This publication highlights Ohio programs that offer successful ideas for recruiting students into nontraditional programs and promoting interest in vocational education in general. Six programs are described: (1) Parent Enrollment Counseling (Great Oaks Joint Vocational School District, Laurel Oaks Career Development Campus, Cincinnati), a program that includes gathering information about potential students and making and continuing contact with them; (2) Orientation and Recruitment Film (U.S. Grant Career Center, Bethel), an orientation program that introduced students to nontraditional vocational programs; (3) Nontraditional Student Recruiting Billboards (Lorain City Schools), a program that used a poster showing students working in nontraditional vocational programs as a theme in a recruitment brochure, booklet, and videotape; (4) I'm Sold on the JVs (Columbiana County Joint Vocational School, Lisbon), a promotional campaign using posters; (5) Updating of Recruitment Materials (Stark County Area Vocational School, Massillon), a program that revised a slide-tape presentation and distributed booklets and program brochures; and (6) Recruitment of Nontraditional Students (Belmont-Harrison Area Vocational School District, Cadiz), a project that promoted vocational education and recruited minority and nontraditional students through a display. The name, address, and telephone number of a contact person are provided for each program. (YLB)

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TIP SHEET: EFFECTIVE VOCATIONAL RECRUITMENT PROGRAMS

Center for Sex Equity
The Ohio State University
College of Education
Instructional Materials Laboratory

February 1986

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Tip Sheet: Effective Vocational Recruitment Programs

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January's Tip Sheet presented strategies for recruiting students into vocational programs. Suggestions were offered about who to involve, what services to provide, which items to examine, and how to publicize effectively. Particular attention was given to recruiting students into nontraditional programs. The projects listed in this Tip Sheet offer ideas that have been successful in recruiting students into nontraditional programs and promoting interest in vocational education in general.

GREAT OAKS JOINT VOCATIONAL SCHOOL DISTRICT, LAUREL OAKS CAREER DEVELOPMENT CAMPUS: PARENT ENROLLMENT COUNSELING Six contact sources are used to gather information about students who may be interested in vocational training. These include a campus visitation day, a JVS student panel presentation at the home school in January, affiliate school principal or counselor referrals, community agency referrals, IEP conference referrals, and call in/move in referrals. Survey sheets are used for students to indicate JVS program areas and jobs which may interest them. Students' names, addresses, parent names, and programs of interest are entered into a computer Prospect File for instructors' use in making early and continued contact. Courtesy cards and newsletters are sent; then phone contact is made to request an opportunity to visit parents and students in the home. Teachers and counselors take a program notebook containing enrollment materials, fact sheets, program outlines, examples of students' work, and student applications. Forty-two contacts were made last year and thirty-two (76%) of those visited or contacted enrolled. This program has been expanded for the current school year to include all four of the Great Oaks campuses. Contact Clifford Migal, 3254 East Kemper Road, Cincinnati, Ohio 45241 (513-771-8840).

U.S. GRANT CAREER CENTER ORIENTATION AND RECRUITMENT FILM Approximately 700 students participated in an orientation program introducing them to nontraditional vocational programs. A slide-tape presentation, developed for use in this orientation program, featured nontraditional students participating in vocational activities. Students interested in vocational programs participated in two different hands-on experiences during a career day. There was an over-all increase of 27% in the enrollment of students in vocational education programs with a 50% increase in nontraditional student enrollment. As a result of student evaluations, the annual updated presentation will include more information about the daily activities of each vocational program and offer suggestions on how students can continue their education after high school. Contact Billy Fields, 3046 State Route 125, Bethel, Ohio 45106 (513-734-6222).

The March 1986 Tip Sheet will focus on programs that have been successful in the retention of nontraditional students.

LORAIN CITY SCHOOLS: NONTRADITIONAL STUDENT RECRUITING BILLBOARDS Pictures were taken of five Lorain students working in their nontraditional vocational programs. The pictures were developed into a poster for billboards and were distributed to area high schools to promote vocational careers. The poster was used as a theme in a recruitment brochure, booklet, and video tape. Approximately 3,000 brochures were printed to describe vocational careers and announce the availability of a new video tape entitled "Learning to Earn". The 15-minute video tape was produced in the school's television studio and offers information about specific trades especially the participation of nontraditional and minority students. The video tape also explains how students can be granted community college credit for work done in specific vocational classes. The video tape is shown on Lorain Cable Television and is available for students in the high school counselor's office. A vocational careers booklet offering descriptions of vocational career opportunities and employment and advancement opportunities has also been distributed to 1,500 sophomore students this year. For more information contact Roscoe Schlachter, 1020 Seventh Street, Lorain, Ohio 44052 (216-244-9000).

COLUMBIANA COUNTY JOINT VOCATIONAL SCHOOL: I'M SOLD ON THE JVS To promote the vocational school and recruit students, 850 11" x 17" posters featuring "I'm Sold on the JVS" testimonials from seventeen students were printed and distributed to schools, community agencies, and businesses. Each individual poster included a photograph of the student dressed in trade clothing, a statement summarizing what the program meant to them, and their future career plans. Both traditional and nontraditional students were represented. For more information contact Susan Stephens, 9364 State Route 45, Lisbon, Ohio 44432 (216-424-9561).

STARK COUNTY AREA VOCATIONAL SCHOOL: UPDATING OF RECRUITMENT MATERIALS A revised edition of the slide-tape presentation, "Alternatives in Career Education", was shown to 1,200 ninth grade students. The presentation

includes the new dental lab technician program and portrays females and males in nontraditional occupations. Booklets explaining the nineteen vocational programs offered were distributed to eighth grade students touring the school. The booklets contain information about school philosophy, the computer literacy program, math and reading labs, academic programs, helpful course work, costs, and potential areas for employment. Over 200 individual program brochures were distributed to the feeder schools. The graphic arts department printed the school name on 1,200 plastic bags which were distributed to students to hold special papers and other materials during building tours. Contact Barbara Van Horn, 6805 Richville Drive S.W., Massillon, Ohio 44646 (216-832-9856).

BELMONT - HARRISON AREA VOCATIONAL SCHOOL DISTRICT: RECRUITMENT OF NONTRADITIONAL STUDENTS This project was designed to promote vocational education programs and recruit minority and nontraditional students. Photographs of students engaged in their vocational program were enlarged (10" x 14") and placed on a free-standing lighted promotional kiosk. The kiosk is on display in the front hallway of the Belmont Career Center. It will be relocated to one of the home schools later on this year. Contact Gwen Morgenstern, 82500 Cadiz - Jewett Road, Cadiz, Ohio 43907 (614-942-2148).